

"A ghastly elegance that suggests Tennessee Williams!"

London Observer
on Dr. Frankenstein

THE MASTER SUSPENSE THRILL SHOW!

Selected
for special
showings
at the
Edinburgh Film
Festival!

"Worthy of the great
horror classics
of our time."

Express

A killer-
creature
of science
...till he splits
in two!

THE
HORROR CHAMBER
OF DR. FRANKENSTEIN

AND
THE
MANSTER
Half Man - Half Monster

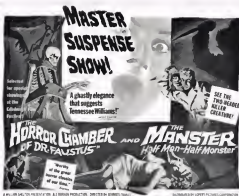
A WILLIAM SHELTON PRESENTATION
A J. BORMAN PRODUCTION - DIRECTED BY GEORGES FRANJU

DISTRIBUTED BY LOPERT PICTURES CORPORATION

HERE'S YOUR TICKET-SELLING THE CRITICS AND MOVIE-GOERS AS THE MASTER THRILL SHOW OF OUR TIME!

THIS CAMPAIGN HAS PRODUCED MOST WONDERFUL BUSINESS RESULTS.
WE RECOMMEND ITS FULL APPLICATION.

- 1. TRAILERS** — to be shown on your screen (and cross-plugged wherever possible) at least 14 days in advance of playdate.
- 2. HERALDS** — see page 6.
- 3. NEWSPAPERS** — 2 days before opening use Ad 302
1 day before opening use Ad 303
Opening day, use Ad 304
To be followed for a Saturday or Sunday insertion — use Ad 305.
- 4. RADIO** — see page 6.
- 5. TV TRAILER** — see page 6.
- 6. FEATURE STORIES** — you should be able to place at least two of the interesting publicity matter in advance.
- 7. DISPLAY MATERIAL** — the very effective 90x40 should be displayed in lobby prior to and during run.



THEATRE

CAMPAIGN DERS HAILED IT

THIS IS TO CERTIFY THAT THE FILM
The Horror Chamber of Dr. Faustus
WAS SELECTED FOR SCREENING AT
The Edinburgh International
Edinburgh Film Festival

A ghastly elegance that suggests Tennessee Williams!

THE MASTER SUSPENSE THRILL SHOW!

"Worthy of the great horror classics of our time."

SEE THE TWO-HEADED KILLER CREATURE!

THE HORROR CHAMBER OF DR. FAUSTUS

THE MANSTER
Half Man-Half Monster

A FILM BY DAVID L. LLOYD
A LONDON PRODUCTION

SCREENPLAY BY JOHN HUGHES
DIRECTED BY JOHN HUGHES

P H E A T R E

1 Col. x 125 Lines 875 Lines (17 inch)

Mar 90

MASTER SUSPENSE SHOW!



THE HORROR CHAMBER OF DR. FAUSTUS

AND

THE MANSTER
Half Man-Half Monster



A FILM BY DAVID L. LLOYD
A LONDON PRODUCTION

P H E A T R E

1 Col. x 125 Lines Mar 90

SEE THE TWO-HEADED KILLER CREATURE!



1 Col. x 25 Lines Mar 90

MASTER SUSPENSE SHOW!



1 Col. x 25 Lines Mar 90

PAGE 3

MASTER SUSPENSE SHOW!



2 Cols. x 30 Lines - 100 Lines

Mar 1951



1 Col. x 75 Lines

Mar 1951

ORDER ALL
MATS FROM
NATIONAL
SCREEN
SERVICE

EXTRA!

INVASION FROM THE OUTER WORLD
BY 2-HEADED CREATURE-KILLER!

MASTER SUSPENSE SHOW!



2 Cols. x 100 Lines - 300 Lines

Mar 1951

"A ghostly elegance that suggests Tennessee Williams!"



2 Cols. x 25 Lines - 50 Lines

Mar 1951

SEE THE TWO-HEADED KILLER CREATURE!



2 Cols. x 25 Lines - 50 Lines

Mar 1951

TV Trailer

A 30 second clip is available on 16 mm reels for loan. Showing key scenes from the master exploitation combination, it provides hints to adult and teenage audiences that very exciting attraction has suspense like Hitchcock, and mood like Tennessee Williams—and isn't just another monster movie.

Here is suggested copy for the station announcement:

It was called by the critics as *The Master Suspense Thrill Show of Our Time* "The Horror Chamber of Dr. Phibes" and "The Monster" shows tomorrow. Today, now playing at the *Elgin Theatre*. See these shows! . . . if you dare!

Order from:
National Screen Service
Special Service Department
1400 Broadway, N.Y. 10, N.Y.

RADIO Spot Copy

(15 seconds)

Watch out "The Monster" and its real companion "Dr. Phibes" are terrorizing your city. His thrill show will be the death experience of your life. Suspense like Hitchcock! Mood like Tennessee Williams! See "The Horror Chamber of Dr. Phibes" and "The Monster" at the *Elgin Theatre*. WQXR

ART STILLS

These art elements are available as 8 x 10 glossy black and white stills, suitable for enlarging. Use them to dress your lobby, theaterfront . . . and for tie-ins around town.

Order by number from:
National Screen Service



MCF-ART-1



MCF-ART-2



MCF-ART-3



MCF-ART-4



MCF-ART-5

TERROR HERALD SELLS THRILL FILM!!

EXTRA!

SUSPENSE LIKE HITCHCOCK! MOOD SUGGESTS TENNESSEE WILLIAMS!

THE HORROR CHAMBER OF DR. PHIBES

THE MANSTER Half Man-Half Monster

MASTER SUSPENSE THRILL SHOW!

A glossy magazine that suggests Tennessee Williams!

FOR CHAMBER AND MANSTER

Half Man-Half Monster

Cato Show Printing Co., Cato, N. Y. TRemont 8-0861

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